

Social Science Division National Park Service U.S. Department of the Interior

Visitor Services Project

Shenandoah National Park Visitor Study



Shenandoah National Park Visitor Study

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United States Department of the Interior

NATIONAL PARK SERVICE Shenandoah National Park 3655 U.S. Highway 211 East

Luray, Virginia 22835-9036

IN REPLY REFER TO:

July 2011

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Shenandoah National Park. This will assist us in our efforts to better manage this site and to serve you.

This questionnaire is only being given to a select number of visitors, so your participation is very important. It should only take a about 20 minutes to complete after your visit.

When your visit is over, please complete this questionnaire. Seal it in the postage-paid envelope provided and drop it in any U.S. mailbox.

If you have any questions, please contact Margaret Littlejohn, NPS VSP Coordinator, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-7863, email: littlej@uidaho.edu.

We appreciate your help.

Martha C. Bogle

Sincerely,

Martha Bogle Superintendent

DIRECTIONS

At the end of your visit:

- 1. Please have the selected individual (at least 16 years old) complete this questionnaire.
- 2. Answer the guestions carefully since each guestion is different.
- 3. For questions that use circles (0), please mark your answer by filling in the circle with **black or blue ink**. Please do not use pencil!

Like this:

Not like this: **(X) (X) (O)**







- 4. Seal it in the postage-paid envelope provided.
- 5. Drop it in a U.S. mailbox.

Paperwork Reduction Act Statement: The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services cooperatively managed by Shenandoah National Park, Your response is voluntary. Your name and address have been requested for follow-up purposes only. At the completion of this collection all names and personal information will be destroyed and in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor and you are not required to respond to a collection of information unless it displays a currently valid OMB Control Number. We estimate that it will take an average of 20 minutes to complete the survey associated with this collection of information. You may send comments concerning the burden estimates or any aspect of this information collection to Margaret Littleighn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: littlej@uidaho.edu.

Your visit to Shenandoah National Park

NOTE: In this questionnaire "personal group" is defined as anyone with whom you are visiting
the park, such as a spouse, family, friends, etc. This does not include the larger group
that you might be traveling with, such as a school, church, scout, or tour group.

- 1. a) Prior to this visit, how did you and your personal group obtain information about Shenandoah National Park (NP)? Please mark (•) all that apply in column (a).
 - O Did not obtain information prior to visit → Go to part (b) of this question
 - b) If you were to visit Shenandoah NP in the future, how would you and your personal group prefer to obtain information about the park? Please mark (•) all that apply in column (b)

a) This visit	b) Future visit	Source of information
Ο	0	Friends/relatives/word of mouth
Ο	Ο	Inquiry to park concession (lodge/restaurant/gift shop) via phone, mail, or email
0	0	Inquiry to park via phone, mail, or email
0	Ο	Local businesses (hotels, motels, restaurants, etc.)
0	Ο	Maps/brochures
0	0	Newspaper/magazine articles
0	Ο	Previous visits
0	Ο	School class/program
0	Ο	Shenandoah NP website: www.nps.gov/shen
0	Ο	Other websites
0	Ο	Social media (e.g., Facebook, Twitter, etc.)
0	Ο	State welcome center/visitors bureau/chamber of commerce
0	0	Television/radio programs/DVDs
0	Ο	Travel guide/tour book (such as AAA, etc.)
0	n/a	Other, this visit (Specify)
n/a	0	Other, future visit (Specify)
c) Fro	m the source	es marked in column (a), did you and your personal group

receive the type of information about the park that you needed?

Yes → Go to Question 2

0

Nο

	O, what type of was not availat			and your personal group need				
2. When Shena	did you and yo andoah NP? Ple	ur personal gro ease mark (•) o	oup make t	the decision to visit				
Ο	On the day of	the visit	0	2-7 days before the visit				
Ο	8-30 days befo	ore the visit	0	1-6 months before the visit				
0	More than 6 m	onths but less	than a yea	ar before the visit				
0	A year or more	e before the vis	it					
you	a) On this trip, did you and your personal group stay overnight away from your permanent residence in Shenandoah NP or in the area within 50 miles of any entrance point?							
0	Yes	0	No → G	o to Question 4				
	b) If YES, please list the number of nights you and your personal group stayed.							
	Number of	nights inside S	henandoa	h NP				
	Number of	nights outside	park withir	n 50 miles of any entrance point				
	d) In which type			d you and your personal group apply.				
c) Inside park	d) Outside park	·	Acc	ommodation				
0	0	Lodge, motel,	cabin, rer	nted condo/home, or B&B				
0	0	RV/trailer cam	nping					
0	0	Tent camping	in develop	ped campground				
Ο	0	Backcountry of	campsite					
0	Ο	Backcountry of	abin					
Ο	Ο	Personal seas	sonal resid	lence				
Ο	Ο	Residence of	friends or	relatives				
Ο	n/a	Inside park (S	pecify)					
n/a	0	Outside park	(Specify)					

- 4. a) On this visit, in which activities did you and your personal group participate within Shenandoah NP? Please mark (●) all that apply in column (a).
 - b) Whether or not you and your personal group participated in an activity, please rate the importance of each activity to your visit to Shenandoah NP. Please mark (●) one for each activity in column (b).

b) How important?

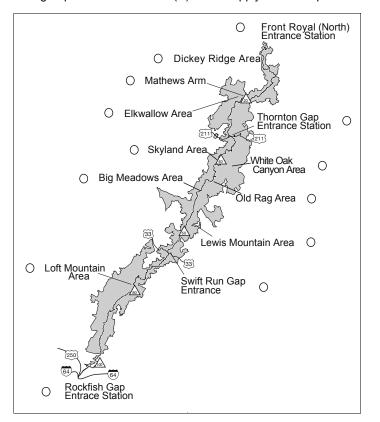
a) Partic	ipated	Activity	Not at all important	Slightly important	Moderately important		Extremely important
0	Attend	I ranger-led programs	0	0	0	0	0
Ο		pate in other cational opportunities	. 0	Ο	Ο	Ο	Ο
0	Enjoy	solitude	Ο	0	0	0	0
0	Enjoy	sounds of nature	0	0	Ο	0	0
0	Exper	ience night sky	0	0	0	0	0
0	Exper	ience wilderness	0	0	0	0	0
0	Explo	e historic features	0	0	Ο	0	0
0	Hike 2	hours or more	0	0	Ο	0	0
0	Hike le	ess than 2 hours	0	0	0	0	0
Ο	Picnic		0	0	0	Ο	0
0	Stay o	vernight in a natural	Ο	Ο	Ο	0	0
0	Stay o	vernight in an historio	0	Ο	0	0	0
0	View v	vildlife/plants	0	0	Ο	Ο	0
0	Visit a	national park	0	0	0	0	0
0	Other	(Please specify)	0	0	0	0	0
		any vehicles did you a doah NP? Please wri					at
		Number of vehicles					
		visit, how many times doah NP?	did you a	and your p	ersonal gr	oup ente	r
		Number of entries					

	,	On this use to that ap	visit, which forms of transportation did you and y travel between sites inside Shenandoah NP? PI ply.	your pe ease m	rsonal group lark (●) all				
		O Private vehicle (car, SUV, pickup, van, etc.) O Bicycle							
		O Motorcycle O On foo							
		0	RV (rental or private)	0	School bus				
		0	Rental vehicle (other than RV)	0	Tour bus				
		0	Other (Please specify)						
			this visit, how many miles did you and your pers Shenandoah NP?	onal gr	oup drive				
			Number of miles						
6.	visi	this tri ted She rk (●) o	p, what was the primary reason that you and yo enandoah NP area (within 50 miles of any entran ne .	ur perso ice poir	onal group nt)? Please				
	0	O Resident of area (within 50 miles of any entrance point)							
	0	O Visit Shenandoah NP (includes use of park facilities/services/activities)							
	0	Visi	it friends/relatives in area						
	0	Visi	it other attractions in area						
	0	Bus	siness						
	0	Tra	vel through to other destination						
	0	Oth	er (Please specify)						
7.	a)	On thi	s visit, which entrance point did you and your pe nter Shenandoah NP? Please mark (●) one.	rsonal (group use to				
	b)	On thi	s visit, which exit point did you and your persona henandoah NP? Please mark (●) one.	ıl group	use to last				
	a) F	irst en	try Entrance/exit point	b) L	ast exit				
		0	Front Royal - North Station (Route 340)		0				
		0	Thornton Gap (Route 211)		0				
		0	Swift Run Gap (Route 33)		0				
		\circ	Rockfish - South Station (Route 250 and I-64)	١	0				

8. During this visit to Shenandoah NP, how did the following sounds affect your personal group's park experience? Please mark (●) one answer for each sound.

Sound	Detracted from	No effect	Added to	Did not experience
Sounds of aircraft	0	0	0	0
Sounds of generators	0	0	0	0
Sounds of motorcycles	Ο	Ο	Ο	Ο
Sounds made by other visitors	Ο	Ο	Ο	Ο
Other sounds (Please specify)	Ο	n/a	0	n/a

9. On this visit to Shenandoah NP, which of the following sites did you and your personal group visit? Please mark (●) all that apply on the map below.



0

Dining room/tap room

Lodging

10		S	Shenandoah National P	ark Visitor Study
12. a		se mark (•) all of the concessic personal group used during th		
k		only those services and facilities I, please rate their importance		sonal group
C		only those services and facilities I, please rate their quality from		sonal group
		, ,	b) If used, how important? 1=Not at all important 2=Slightly important 3=Moderately important	c) If used, what quality? 1=Very poor 2=Poor 3=Average
	Conce Mark (ssion service/facility used)	4=Very important 5=Extremely important	4=Good 5=Very good
	•	/ //leadows Wayside	o zwomeny important	
	0	Campstore/gift shop		
	0	Food service		
	0	Gas station		
	Ο	Showers/laundry		
	Loft \	<u>Wayside</u>		
	Ο	Campstore/showers/laundry		
	Ο	Gift shop		
	Ο	Restaurant		
13. a	a) On th any e	nis visit to Shenandoah NP, did electronic devices (cell phone, l	I you and your persona laptop computer, etc.) v	group bring vith you?
	0	Yes →Go to part (b) of this	question	
	Ο	No → Go to part (c) of this	question	
k	b) Wha (●) a	t did you and your personal gro II that apply.	oup use the device(s) fo	r? Please mark
	0	Access park information	Ο	Entertainment
	0	Call for emergency help	Ο	Navigation

Communicate with friends/relatives/others outside park

Other (Please specify)

0

0

Sales publications at visitor centers

0

0

Shenand	doah National Park Visitor Study			11	12			Shei	nandoah Na	tional P	ark Visitor Study
íin	iformation would you and your pe	e to visit Shenandoah NP in the future, which types of park now and your personal group like to be able to access nic devices? Please mark (•) all that apply. 15. a) Please mark (•) all of the visitor services and facilities that you appropriate that you are personal group used at Shenandoah NP during this visit.						t you and your			
C			пат арріу.			For only those se used, please rate					rsonal group
		_	Common to the	.46		For only those se used, please rate				your per	rsonal group
	, 10	_		ther conditions		useu, piease rate	e u leii qu	b)	If used, how	v	c) If used,
		rk O	Park progra	m schedule				1=	i portant? :Not at all im∣		what quality? 1=Very poor
					a) Vi	sitor service/fac	sility usor	2-	Slightly impo Moderately i	ortant mportan	2=Poor t 3=Average
C	Other (Please specify)				Mark		ility uset	4=	Very importa Extremely in	ant nportant	4=Good 5=Very good
 a) Please mark (●) all of the information services and facilities that you and your personal group used at Shenandoah NP during this visit. 				0	Backcountry tr	ail shelter			_		
 b) For only those services and facilities that you and your personal group used, please rate their importance to your visit from 1-5. 				0	Byrd Visitor Ce	enter (ove	erall)		_		
c) F	or only those services and facilities	es that you		onal group	0	Dickey Ridge \	√isitor Ce	nter (overall)		_	
u			c) If used,	0	Park campgrou	unds			_		
	how important? 1=Not at all important	what quality? 1=Very poor	0	Picnic areas				_			
-\ l\$-		2=Slightl	y important rately important	ortant 2=Poor	Ο	Restrooms				_	
•	ormation service/facility used k (●)	4=Very ii		4=Good 5=Very good	0	Trails				-	
0	Assistance from park staff	-			,	If you were to att	gram leng	ger-led prog oth would you	ram at Sher u and your p	nandoah personal	NP in the group prefer?
0	Directional signs inside park	-			0	Please mark (•) Under 1/2 hou		0	1 - 2 hou	ırs	
0	Directional signs outside park	-						_			
Ο	Exhibit panels at overlooks	=			O	1/2 - 1 hour		0			
Ο	Exhibit panels at trailheads	-			b)	Which time of da group to attend a	y would b ranger-le	e most suita	ble for you a Please mar	and you k (●) o r	r personal 1e .
Ο	Free trail maps	-			0	8 - 10 am	Ö	Noon - 2 p		_	After 4 pm
0	Park brochure/map	=						·		_	·
Ο	Park films/exhibits at visitor cent	ters _			0	10 am - Noon	0	2 pm - 4 p	om	0 (Other (Specify)
Ο	Park newspaper (Shenandoah Ove	erlook) _			17. Ov	erall, how would	you rate t	the quality of	the facilitie	s, servic	ces, and recreation
Ο	Park radio station (AM 1610)	_			op thi	portunities provid s visit? Please m	led to you ark (●) or	and your pe 1e .	ersonal grou	p at She	enandoah NP durir
Ο	Ranger-led programs/walks	_				Very poor	Poor	Averag	ge G	Good	Very good

0

0

0

18. a) Shenandoah NP was es resources while providin of the following to you ar answer for each attribute	g for public nd your pers	enjoyment onal group	t. How impo p? Please m	rtant is pi	rotection		b) If YES	S, what services or ac	tivities were d	ifficult	to access/par	ticipate in?
Attribute/resource/experience	Not at all important	Slightly important	Moderately important	Very important	Extremely important	20.	On this	visit, were you and you ed groups? Please ma	ur personal gr rk (●) one for	oup w	ith the followin	ig types of
Clean air (visibility)	Ο	0	Ο	0	0		a) Comr	mercial guided tour gro	oup	0	Yes	O No
Clean water	0	0	0	Ο	0		b) Scho	ol/educational group		0	Yes	O No
Clear, starry night sky	0	0	0	0	0		c) Other	group (business, churc	ch, scout, etc.)	0	Yes	O No
Cultural landscapes (historic gardens, farmland, etc.)	0	Ο	0	0	Ο		d) If you includ	were with one of thes ling yourself, were in t	e organized g his organized	roups group	, how many pe ?	eople,
Historic structures (buildings, walls, etc.)	0	0	0	0	0			Number of people	•	•		
Native animals (including birds	_	0	0	0	0	21.	a) On th organ	is visit, which type of pized group) were you	personal group with? Please	ว (not (mark (guided tour/so (●) one .	hool/other
Native plants	0	0	0	0	0		Ο	Alone	0	Frie	ends	
Natural quiet/sounds of nature		0	0	0	0		Ο	Family	0	Fai	mily and friend	at
Recreational opportunities	0	0	0	0	0		Ο	Other (Please specif	y)			
Scenic vistas and overlooks	0	0	0	0	0		b) On th	is visit, how many peo	ple were in yo	our per	rsonal group, i	ncluding
Scientific research in park	0	0	0	0	0			Number of people	in personal gi	roup		
Solitude/wilderness experienc	e O	0	0	Ο	0	22.		and your personal gro not know the answer, I		it, plea	ase provide the	e following.
 b) Would you and your per- scientific research in the 		be interes	sted in learn	ing more	about		, ou uo .	iot inion and anomoli, i	b) U.S. ZIP or name	of	Shenai	of visits to
O Yes	0 1	No → Go	to Question	า 19				a) Current age	country o than U.		c) Past 5 years	ng this visit)
 c) If YES, which sources w scientific research in the 	ould you an park? Plea	d your per se mark (•	sonal group) all that ap	prefer to	learn about	Yo	ourself					
O Brochures	0	Park w	vebsite			M	ember #2					
O Exhibits	0	Range	er-led progra	ams		M	ember #3				<u> </u>	
O Park newsletter	0	Social	media (Twi	tter, Facel	oook, etc.)	M	ember #4	1			<u> </u>	
O Other (Please spe	ecify)					М	ember #	<u> </u>			<u> </u>	
19. a) Does anyone in your per it difficult to access or pa					made	M	ember #6	·				
O Yes		•	on to Ques			M	ember #7	<i></i>			<u> </u>	
0 163		10 7 30	on to wats	11011 20								

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
Yes, Hispanic or Latino	Ο	0	0	0	Ο	Ο	0
No, not Hispanic or Latino	0	0	0	0	Ο	0	0

b) What is your race? What is the race of each member of your personal group? Please mark (•) one or more for you and each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
American Indian or Alaska Native	• O	0	0	0	0	0	0
Asian	0	0	0	0	0	0	0
Black or African American	0	0	0	0	0	0	0
Native Hawaiian or other Pacific Islander	0	Ο	Ο	0	0	0	0
White	Ο	Ο	0	Ο	Ο	0	Ο

24. When visiting an area such as Shenandoah NP, which language(s) do you and most members of your personal group prefer to use for the following?

a) Speaking:	Ο	English	Ο	Other (Specify)
b) Reading:	0	Fnalish	O	Other (Specify)

25. For you only, what is the highest level of education you have completed? Please mark (●) one.

Ο	Some high school	Ο	Bachelor's degree
0	High school diploma/GED	0	Graduate degree
O	Some college		

26. Is there anything else you and your personal group would like to tell us about your visit to Shenandoah NP?

Thank you for your help! Please seal the questionnaire in the postage-paid envelope provided and drop it in any U.S. mailbox. Printed on recycled paper NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES





POSTAGE WILL BE PAID BY ADDRESSEE

VISITOR SERVICES PROJECT PARK STUDIES UNIT

COLLEGE OF NATURAL RESOURCES 875 PERIMETER DRIVE UNIVERSITY OF IDAHO

83843-9960 MOSCOW ID

